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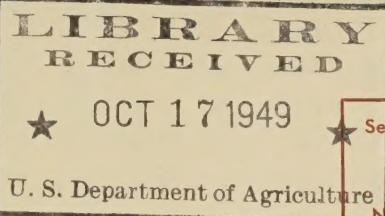
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Fred C. Gloeckner & Company, Inc.,

1950 New York, N. Y.

CHRYSANTHEMUMS

Preliminary Offering



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Gloeckner

CHRYSANTHEMUM CUTTINGS

*Preliminary offering of available varieties
for 1950 delivery*

*Our more complete
CHRYSANTHEMUM MANUAL
will be mailed to you as soon as possible*

LARGE FLOWERING VARIETIES

YELLOW

	Flowering Date	50 per 50	100-450 per 100	500-2450 per 100	2500 up per 100
Gold Lode.....	Oct. 15	\$2.50	\$4.50	\$4.00	\$3.50
Mrs. Kidder.....	Oct. 20	2.50	4.50	4.00	3.50
Blazing Gold.....	Oct. 25	3.00	5.40	4.80	4.20
Sunglow.....	Oct. 25	2.75	4.95	4.40	3.85
Yellow Ambassador.....	Oct. 25	2.75	5.00	4.50	4.00
Good News.....	Nov. 5	3.00	5.40	4.80	4.20
Indianapolis Yellow.....	Nov. 8	3.00	5.40	4.80	4.20
Yellow Queen.....	Nov. 10	3.50	6.30	5.60	4.90
Yellow Monument.....	Nov. 15	2.50	4.50	4.00	3.50
Bonnafon Deluxe.....	Nov. 20	2.25	4.05	3.60	3.15
Friendly Rival.....	Nov. 20	2.75	4.95	4.40	3.85
Yellow Mefo.....	Nov. 20	3.00	5.40	4.80	4.20
Harvester.....	Nov. 23	3.50	6.30	5.60	4.90
Marie DePetris.....	Nov. 23	2.75	4.95	4.40	3.85
Yellow Chattanooga.....	Nov. 25	2.75	4.95	4.40	3.85
Golden Pearson.....	Nov. 25	2.50	4.50	4.00	3.50
Sun Gold.....	Nov. 25	2.75	5.00	4.50	4.00
Golden Mrs. Ross.....	Dec. 3	2.50	4.50	4.00	3.50
Golden Mistletoe.....	Dec. 10	2.50	4.50	4.00	3.50
Tobin's Yellow.....	Dec. 15	3.25	5.85	5.20	4.55
Meteore.....	Dec. 15	3.50	6.30	5.60	4.90

BRONZE AND RED

Detroit News.....	Nov. 5	\$3.00	\$5.40	\$4.80	\$4.20
Indianapolis Bronze.....	Nov. 8	3.00	5.40	4.80	4.20
Anaconda.....	Nov. 10	3.00	5.40	4.80	4.20
Garnet King.....	Nov. 15	3.00	5.50	5.00	4.50
Mrs. Roy.....	Nov. 15	3.00	5.40	4.80	4.20
Gladys Pearson.....	Nov. 25	2.50	4.50	4.00	3.50
Oak Leaf.....	Nov. 25	2.50	4.50	4.00	3.50
Bronze Mistletoe.....	Dec. 10	2.50	4.50	4.00	3.50

WHITE

	Flowering Date	50 per 50	100-450 per 100	500-2450 per 100	2500 up per 100
Silver Sheen.....	Oct. 20	\$2.75	\$4.95	\$4.40	\$3.85
Ambassador.....	Oct. 25	2.75	5.00	4.50	4.00
Granite State.....	Oct. 25	3.00	5.40	4.80	4.20
Albatross.....	Nov. 1	2.75	4.95	4.40	3.85
Betsy Ross.....	Nov. 1	2.75	4.95	4.40	3.85
Indianapolis White.....	Nov. 8	3.00	5.40	4.80	4.20
Jean Elizabeth.....	Nov. 10	3.25	5.85	5.20	4.55
Monument.....	Nov. 15	2.50	4.50	4.00	3.50
Marketeer.....	Nov. 18	2.75	4.95	4.40	3.85
Mefo.....	Nov. 20	3.00	5.40	4.80	4.20
Chattanooga.....	Nov. 25	2.75	4.95	4.40	3.85
December Glory.....	Dec. 1	2.75	4.95	4.40	3.85
Margaret Moeller.....	Dec. 5	2.75	4.95	4.40	3.85
White Mistletoe.....	Dec. 10	2.50	4.50	4.00	3.50
Smith's Late White.....	Dec. 15	3.25	5.85	5.20	4.55

PINK

Pink Chief.....	Oct. 15	\$2.75	\$4.95	\$4.40	\$3.85
J. W. Prince.....	Nov. 5	2.75	4.95	4.40	3.85
Indianapolis Pink.....	Nov. 8	3.00	5.40	4.80	4.20
Dark Orchid Queen.....	Nov. 10	3.50	6.30	5.60	4.90
Orchid Queen.....	Nov. 10	3.25	5.85	5.20	4.55
Queen of Pinks.....	Nov. 10	2.75	4.95	4.40	3.85
Helen Frick.....	Nov. 23	2.75	4.95	4.40	3.85
Thanksgiving Pink.....	Nov. 23	2.75	4.95	4.40	3.85
Ed. Seidewitz.....	Nov. 25	2.50	4.50	4.00	3.50
Pink Mistletoe.....	Dec. 10	2.50	4.50	4.00	3.50

Minimum Order 50 Cuttings of a Variety

Fred C. Gloeckner & Co., Inc., gives no warranty, express or implied, as to the productiveness of any seeds, bulbs or plants it sells and will not be in any way responsible for the crop. Our liability, in all instances, is limited to the purchase price.

Fred C.
Gloeckner
& Company
Incorporated

15 EAST 26th STREET
At Madison Square
NEW YORK 10, N. Y.

Preliminary Offering

POMPON AND DECORATIVE VARIETIES

YELLOW

	Flowering Date	50 per 50	100-450 per 100	500-2450 per 100	2500 up per 100
Gold Coast	Oct. 25	\$3.00	\$5.40	\$4.80	\$4.20
Golden Herald	Oct. 25	2.75	4.95	4.40	3.85
Yellow Dot	Oct. 25	2.50	4.50	4.00	3.50
Yellow Arcadia	Oct. 28	2.75	4.95	4.40	3.85
Mary L. Hall	Nov. 1	2.50	4.50	4.00	3.50
Barcarole	Nov. 5	2.75	4.95	4.40	3.85
Constellation	Nov. 5	3.50	6.30	5.60	4.90
Nuggets	Nov. 5	2.50	4.50	4.00	3.50
Yellow Cassandra	Nov. 5	5.00	9.00	8.00	7.00
Golden Chord	Nov. 10	5.00	9.00	8.00	7.00
Princeton	Nov. 15	3.00	5.40	4.80	4.20
Forty-Niner	Nov. 15	5.00	9.00	8.00	7.00
Yellow Fellow	Nov. 15	2.75	4.95	4.40	3.85
Goldsmith	Nov. 25	2.75	4.95	4.40	3.85
Sunnyside	Nov. 25	2.75	4.95	4.40	3.85
Yellow Cordova	Nov. 30	2.75	4.95	4.40	3.85
Golden Harvest	Dec. 1	5.00	9.00	8.00	7.00
Omega	Dec. 5	3.50	6.30	5.60	4.90
Yellow Cameo	Dec. 5	3.00	5.40	4.80	4.20
Yellow Riviera	Dec. 10	5.00	9.00	8.00	7.00
December Gold	Dec. 15	2.75	4.95	4.40	3.85
Vibrant	Dec. 20	2.75	4.95	4.40	3.85
Golden Anniversary	Dec. 25	4.00	7.20	6.40	5.60
Yellow Snow	Dec. 25	2.50	4.50	4.00	3.50
Yuleflame	Dec. 30	4.00	7.20	6.40	5.60

PINK

Jewell	Oct. 15	\$2.50	\$4.50	\$4.00	\$3.50
Carolyn Yosick	Oct. 20	3.50	6.30	5.60	4.90
Mary McArthur	Oct. 25	4.00	7.20	6.40	5.60
Pink Dot	Oct. 25	2.50	4.50	4.00	3.50
Jessie	Oct. 25	2.50	4.50	4.00	3.50
Dark Bulkeley	Nov. 8	3.00	5.40	4.80	4.20
Thyra	Nov. 10	2.75	4.95	4.40	3.85
Masterpiece	Nov. 15	2.50	4.50	4.00	3.50
Minuet	Nov. 25	3.00	5.40	4.80	4.20
Riviera	Dec. 10	2.75	4.95	4.40	3.85
Minstrel	Dec. 20	4.00	7.20	6.40	5.60
Defiance	Dec. 20	5.00	9.00	8.00	7.00

BRONZE AND RED

	Flowering Date	50 per 50	100-450 per 100	500-2450 per 100	2500 up per 100
Firebird	Oct. 25	\$2.50	\$4.50	\$4.00	\$3.50
Seneca	Nov. 1	3.50	6.30	5.60	4.90
Butterscotch	Nov. 5	5.00	9.00	8.00	7.00
Cassandra	Nov. 5	2.75	4.95	4.40	3.85
Red Rust	Nov. 5	3.50	6.30	5.60	4.90
Rubicon	Nov. 5	5.00	9.00	8.00	7.00
Samovar	Nov. 10	5.00	9.00	8.00	7.00
Navaho	Nov. 10	3.00	5.40	4.80	4.20
Bronze Masterpiece	Nov. 15	2.50	4.50	4.00	3.50
Red Princeton	Nov. 15	3.00	5.40	4.80	4.20
Legal Tender	Nov. 20	2.50	4.50	4.00	3.50
Rusticon	Nov. 20	3.00	5.40	4.80	4.20
Bronze Goldsmith	Nov. 25	2.75	4.95	4.40	3.85
Bronze Minuet	Nov. 25	4.00	7.20	6.40	5.60
Debonair	Dec. 10	3.00	5.40	4.80	4.20
Bronze Riviera	Dec. 10	5.00	9.00	8.00	7.00

WHITE

Irene	Oct. 15	\$2.50	\$4.50	\$4.00	\$3.50
Pristine	Oct. 20	5.00	9.00	8.00	7.00
Minong	Oct. 20	2.75	4.95	4.40	3.85
Cotton Top	Oct. 25	2.75	5.00	4.50	4.00
Popcorn	Oct. 25	5.00	9.00	8.00	7.00
Pinocchio	Oct. 25	3.00	5.40	4.80	4.20
Arcadia	Oct. 28	2.75	4.95	4.40	3.85
Sea Gull	Nov. 1	2.50	4.50	4.00	3.50
White Doty	Nov. 1	2.50	4.50	4.00	3.50
Encore	Nov. 5	5.00	9.00	8.00	7.00
Rev. Bushnell	Nov. 8	3.00	5.40	4.80	4.20
Vesper	Nov. 10	2.50	4.50	4.00	3.50
Moonglow	Nov. 15	5.00	9.00	8.00	7.00
Matchless	Nov. 20	3.00	5.40	4.80	4.20
Seafoam	Nov. 20	2.50	4.50	4.00	3.50
Priscilla	Nov. 23	2.75	4.95	4.40	3.85
Crystal Beauty	Nov. 28	5.00	9.00	8.00	7.00
Cordova	Nov. 30	2.75	4.95	4.40	3.85
Cameo	Dec. 5	2.75	4.95	4.40	3.85
Silversmith	Dec. 10	5.00	9.00	8.00	7.00
Snowcrest	Dec. 12	5.00	9.00	8.00	7.00
Snowcap	Dec. 15	5.00	9.00	8.00	7.00
Revelation	Dec. 25	2.25	4.05	3.60	3.15
Snow	Dec. 25	2.50	4.50	4.00	3.50

Minimum Order 50 Cuttings of a Variety

Reserve at once all varieties you know you will require,-

of Chrysanthemum

ANEMONE FLOWERED VARIETIES

YELLOW

	Flowering Date	50 per 50	100-450 per 100	500-2450 per 100	2500 up per 100
*Yellow Shasta	Nov. 10	\$5.00	\$9.00	\$8.00	\$7.00
Sunray	Nov. 15	2.75	4.95	4.40	3.85
*Susanne Miller	Nov. 18	2.50	4.50	4.00	3.50
*Yellow L. I. Beauty	Nov. 20	5.00	9.00	8.00	7.00
*Yellow Supreme	Dec. 10	2.50	4.50	4.00	3.50

WHITE

Little America	Nov. 10	\$2.25	\$4.05	\$3.60	\$3.15
*Shasta	Nov. 15	2.75	4.95	4.40	3.85
*White Norma	Nov. 18	2.50	4.50	4.00	3.50
*Long Island Beauty	Nov. 20	2.50	4.50	4.00	3.50
Nevada	Nov. 25	2.75	4.95	4.40	3.85
*White Supreme	Dec. 10	2.50	4.50	4.00	3.50
Garza Supreme	Dec. 15	2.75	4.95	4.40	3.85

BRONZE

Yolanda	Nov. 25	\$2.50	\$4.50	\$4.00	\$3.50
*Bronze Supreme	Dec. 10	2.50	4.50	4.00	3.50

PINK

	Flowering Date	50 per 50	100-450 per 100	500-2450 per 100	2500 up per 100
Linda Lou	Nov. 10	\$2.75	\$4.95	\$4.40	\$3.85
*Freida	Nov. 15	2.50	4.50	4.00	3.50
*Norma	Nov. 18	2.50	4.50	4.00	3.50
*Dark Pink Norma	Nov. 18	2.50	4.50	4.00	3.50
*Pink L. I. Beauty	Nov. 20	5.00	9.00	8.00	7.00
*Beautiful Lady	Nov. 25	2.50	4.50	4.00	3.50
*Enchantress	Dec. 5	2.50	4.50	4.00	3.50
*Dark Pink Supreme	Dec. 10	2.50	4.50	4.00	3.50

RED

*The Titan	Nov. 10	\$2.50	\$4.50	\$4.00	\$3.50
*Red Rolinda	Nov. 23	2.50	4.50	4.00	3.50
*Red Supreme	Dec. 10	5.00	9.00	8.00	7.00
*Responds to disbudding.					

SINGLE-DAISY TYPE VARIETIES

YELLOW

	Flowering Date	50 per 50	100-450 per 100	500-2450 per 100	2500 up per 100
Starbright	Oct. 25	\$5.00	\$9.00	\$8.00	\$7.00
Yellow Daisy	Nov. 1	2.75	5.00	4.50	4.00
Golden Mensa	Nov. 10	2.75	4.95	4.40	3.85
Golden Jane	Nov. 28	2.75	4.95	4.40	3.85
Champagne	Dec. 1	5.00	9.00	8.00	7.00
Cinderella	Dec. 5	5.00	9.00	8.00	7.00
Sunkist	Dec. 20	3.00	5.50	5.00	4.50

WHITE

White Mensa	Nov. 10	\$2.75	\$4.95	\$4.40	\$3.85
White Valencia	Nov. 28	5.00	9.00	8.00	7.00
Yukon	Dec. 10	2.50	4.50	4.00	3.50

BRONZE

Bronze Buckingham	Nov. 3	\$2.75	\$5.00	\$4.50	\$4.00
Sylvanna	Nov. 10	2.50	4.50	4.00	3.50
Bourbon	Nov. 20	5.00	9.00	8.00	7.00
Apricot Valencia	Nov. 28	2.75	4.95	4.40	3.85
Galaxy	Dec. 5	5.00	9.00	8.00	7.00

PINK

	Flowering Date	50 per 50	100-450 per 100	500-2450 per 100	2500 up per 100
October Pink	Oct. 28	\$3.00	\$5.40	\$4.80	\$4.20
W. H. Buckingham	Nov. 3	2.75	5.00	4.50	4.00
Ballerina	Nov. 1	5.00	9.00	8.00	7.00
Brocade	Nov. 15	3.50	6.50	6.00	5.50
Soprano	Nov. 15	5.00	9.00	8.00	7.00
Hasagawa Pink	Nov. 25	2.50	4.50	4.00	3.50
Valencia	Nov. 28	2.75	4.95	4.40	3.85
Dark Valencia	Nov. 28	2.75	4.95	4.40	3.85
Rosalind	Dec. 10	2.25	4.05	3.60	3.15

RED

Red Daisy	Nov. 5	\$3.00	\$5.40	\$4.80	\$4.20
Bittersweet	Nov. 8	2.75	4.95	4.40	3.85
Festival	Nov. 25	5.00	9.00	8.00	7.00
Sarong	Dec. 15	3.00	5.40	4.80	4.20
Holiday	Dec. 15	5.00	9.00	8.00	7.00
Christmas Star	Dec. 20	4.00	7.20	6.40	5.60
Merrymaker	Dec. 20	5.00	9.00	8.00	7.00

Minimum Order 50 Cuttings of a Variety

— to receive preference at shipping time and to be certain to get the varieties

of Chrysanthemum

ANEMONE FLOWERED VARIETIES

YELLOW

	Flowering Date	50 per 50	100-450 per 100	500-2450 per 100	2500 up per 100
*Yellow Shasta	Nov. 10	\$5.00	\$9.00	\$8.00	\$7.00
Sunray	Nov. 15	2.75	4.95	4.40	3.85
*Susanne Miller	Nov. 18	2.50	4.50	4.00	3.50
*Yellow L. I. Beauty	Nov. 20	5.00	9.00	8.00	7.00
*Yellow Supreme	Dec. 10	2.50	4.50	4.00	3.50

WHITE

Little America	Nov. 10	\$2.25	\$4.05	\$3.60	\$3.15
*Shasta	Nov. 15	2.75	4.95	4.40	3.85
*White Norma	Nov. 18	2.50	4.50	4.00	3.50
*Long Island Beauty	Nov. 20	2.50	4.50	4.00	3.50
Nevada	Nov. 25	2.75	4.95	4.40	3.85
*White Supreme	Dec. 10	2.50	4.50	4.00	3.50
Garza Supreme	Dec. 15	2.75	4.95	4.40	3.85

BRONZE

Yolanda	Nov. 25	\$2.50	\$4.50	\$4.00	\$3.50
*Bronze Supreme	Dec. 10	2.50	4.50	4.00	3.50

PINK

	Flowering Date	50 per 50	100-450 per 100	500-2450 per 100	2500 up per 100
Linda Lou	Nov. 10	\$2.75	\$4.95	\$4.40	\$3.85
*Freida	Nov. 15	2.50	4.50	4.00	3.50
*Norma	Nov. 18	2.50	4.50	4.00	3.50
*Dark Pink Norma	Nov. 18	2.50	4.50	4.00	3.50
*Pink L. I. Beauty	Nov. 20	5.00	9.00	8.00	7.00
*Beautiful Lady	Nov. 25	2.50	4.50	4.00	3.50
*Enchantress	Dec. 5	2.50	4.50	4.00	3.50
*Dark Pink Supreme	Dec. 10	2.50	4.50	4.00	3.50

RED

*The Titan	Nov. 10	\$2.50	\$4.50	\$4.00	\$3.50
*Red Rolinda	Nov. 23	2.50	4.50	4.00	3.50
*Red Supreme	Dec. 10	5.00	9.00	8.00	7.00
*Responds to disbudding.					

SINGLE-DAISY TYPE VARIETIES

YELLOW

	Flowering Date	50 per 50	100-450 per 100	500-2450 per 100	2500 up per 100
Starbright	Oct. 25	\$5.00	\$9.00	\$8.00	\$7.00
Yellow Daisy	Nov. 1	2.75	5.00	4.50	4.00
Golden Mensa	Nov. 10	2.75	4.95	4.40	3.85
Golden Jane	Nov. 28	2.75	4.95	4.40	3.85
Champagne	Dec. 1	5.00	9.00	8.00	7.00
Cinderella	Dec. 5	5.00	9.00	8.00	7.00
Sunkist	Dec. 20	3.00	5.50	5.00	4.50

WHITE

White Mensa	Nov. 10	\$2.75	\$4.95	\$4.40	\$3.85
White Valencia	Nov. 28	5.00	9.00	8.00	7.00
Yukon	Dec. 10	2.50	4.50	4.00	3.50

BRONZE

Bronze Buckingham	Nov. 3	\$2.75	\$5.00	\$4.50	\$4.00
Sylvanna	Nov. 10	2.50	4.50	4.00	3.50
Bourbon	Nov. 20	5.00	9.00	8.00	7.00
Apricot Valencia	Nov. 28	2.75	4.95	4.40	3.85
Galaxy	Dec. 5	5.00	9.00	8.00	7.00

PINK

	Flowering Date	50 per 50	100-450 per 100	500-2450 per 100	2500 up per 100
October Pink	Oct. 28	\$3.00	\$5.40	\$4.80	\$4.20
W. H. Buckingham	Nov. 3	2.75	5.00	4.50	4.00
Ballerina	Nov. 1	5.00	9.00	8.00	7.00
Brocade	Nov. 15	3.50	6.50	6.00	5.50
Soprano	Nov. 15	5.00	9.00	8.00	7.00
Hasagawa Pink	Nov. 25	2.50	4.50	4.00	3.50
Valencia	Nov. 28	2.75	4.95	4.40	3.85
Dark Valencia	Nov. 28	2.75	4.95	4.40	3.85
Rosalind	Dec. 10	2.25	4.05	3.60	3.15

RED

Red Daisy	Nov. 5	\$3.00	\$5.40	\$4.80	\$4.20
Bittersweet	Nov. 8	2.75	4.95	4.40	3.85
Festival	Nov. 25	5.00	9.00	8.00	7.00
Sarong	Dec. 15	3.00	5.40	4.80	4.20
Holiday	Dec. 15	5.00	9.00	8.00	7.00
Christmas Star	Dec. 20	4.00	7.20	6.40	5.60
Merrymaker	Dec. 20	5.00	9.00	8.00	7.00

Minimum Order 50 Cuttings of a Variety

— to receive preference at shipping time and to be certain to get the varieties

Cuttings for 1950

POT PLANT VARIETIES

YELLOW

	Flowering Date	50 per 50	100-450 per 100	500-2450 per 100	2500 up per 100
Gold Lode.....	Oct. 15	\$2.50	\$4.50	\$4.00	\$3.50
Mrs. H. E. Kidder.....	Oct. 20	2.50	4.50	4.00	3.50
Blazing Gold.....	Oct. 25	3.00	5.40	4.80	4.20
Sunglow.....	Oct. 25	2.75	4.95	4.40	3.85
Indianapolis Yellow.....	Nov. 8	3.00	5.40	4.80	4.20
Sunray.....	Nov. 15	2.75	4.95	4.40	3.85
Yellow Fellow.....	Nov. 15	2.75	4.95	4.40	3.85
Bonnafton Deluxe.....	Nov. 20	2.75	4.05	3.60	3.15
Friendly Rival.....	Nov. 20	2.75	4.95	4.40	3.85
Marie DePetris.....	Nov. 23	2.75	4.95	4.40	3.85
Sun Gold.....	Nov. 25	2.75	5.00	4.50	4.00

BRONZE AND RED

Indianapolis Bronze.....	Nov. 8	\$3.00	\$5.40	\$4.80	\$4.20
Bronze Masterpiece.....	Nov. 15	2.50	4.50	4.00	3.50
Gypsy.....	Nov. 15	2.50	4.50	4.00	3.50
Legal Tender.....	Nov. 20	2.50	4.50	4.00	3.50
Red Rolinda.....	Nov. 23	2.50	4.50	4.00	3.50

WHITE

	Flowering Date	50 per 50	100-450 per 100	500-2450 per 100	2500 up per 100
Minong.....	Oct. 20	\$2.75	\$4.95	\$4.40	\$3.85
Granite State.....	Oct. 25	3.00	5.40	4.80	4.20
Indianapolis White.....	Nov. 8	3.00	5.40	4.80	4.20
Richard Mandel.....	Nov. 10	2.50	4.50	4.00	3.50
Little America.....	Nov. 10	2.25	4.05	3.60	3.15
Marketeer.....	Nov. 18	2.75	4.95	4.40	3.85
Long Island Beauty.....	Nov. 20	2.50	4.50	4.00	3.50
Margaret Moeller.....	Dec. 5	2.75	4.95	4.40	3.85

PINK

J. W. Prince.....	Nov. 5	\$2.75	\$4.95	\$4.40	\$3.85
Indianapolis Pink.....	Nov. 8	3.00	5.40	4.80	4.20
Thyra.....	Nov. 10	2.75	4.95	4.40	3.85
Queen of the Pinks.....	Nov. 10	2.75	4.95	4.40	3.85
Masterpiece.....	Nov. 15	2.50	4.50	4.00	3.50
Helen Frick.....	Nov. 25	2.75	4.95	4.40	3.85
Beautiful Lady.....	Nov. 25	2.50	4.50	4.00	3.50

HARDY OR GARDEN VARIETIES

YELLOW

	Flowering Date	50 per 50	100-450 per 100	500 up per 100
Yellow Cushion.....	Sept. 8	\$4.50	\$5.00	\$5.50
Early Yellow (Light Golden).....	Sept. 15	2.75	5.00	4.50
Charles Nye (Lemon Yellow).....	Sept. 24	7.00	7.50	8.00
Honeycomb (Golden).....	Sept. 25	4.00	7.50	7.00
James Eadie (Bronze Yellow).....	Sept. 28	7.00	7.50	8.00
King Midas (Lemon).....	Sept. 30	2.75	5.00	4.50
Chiquita (Deep Lemon).....	Oct. 5	7.00	7.50	8.00
Yellow Avalanche (Golden Yellow).....	Oct. 5	7.00	7.50	8.00
Yellow Spoon.....	Oct. 8	4.50	5.00	5.50

PINK

Major Cushion (Lavender).....	Sept. 8	\$4.50	\$5.00	\$5.50
Early Wonder (Lavender).....	Sept. 25	2.50	4.50	4.00
Spellbound (Lavender).....	Sept. 25	3.50	6.50	6.00
Rosita (Persian Rose).....	Sept. 28	7.00	7.50	8.00
Mrs. DuPont (Peach Pink).....	Oct. 5	3.00	5.50	5.00
Allegro (Shrimp Pink).....	Oct. 15	3.00	5.50	5.00
Jewell (Lavender).....	Oct. 15	2.50	4.50	4.00

WHITE

	Flowering Date	50 per 50	100-450 per 100	500 up per 100
White Cushion.....	Sept. 8	\$4.50	\$5.00	\$5.50
Avalanche (White).....	Oct. 5	2.75	5.00	4.50
White Wonder (Cream).....	Oct. 1	5.00	5.50	6.00
Chris Columbus (Cream White).....	Oct. 1	3.00	5.50	5.00
Irene (White).....	Oct. 15	2.50	4.50	5.00

BRONZE AND RED

Early Bronze (Orange Br.).....	Sept. 15	\$2.75	\$5.00	\$4.50
Olive Longland (Apricot Salmon).....	Sept. 25	7.00	7.50	8.00
Burgundy (Wine Red).....	Oct. 5	2.75	5.00	4.50
Ruby Pompon (Ruby Crimson).....	Oct. 5	2.75	5.00	4.50
Red Velvet (Crimson).....	Oct. 5	2.50	4.50	4.00
Aviator (Copper).....	Oct. 8	3.00	5.50	5.00

Minimum Order 50 Cuttings of a Variety

ies desired. State exact dates you want them shipped.

New Introductions

YELLOW

STARBRIGHT — Early intermediate golden yellow single. Good for cloth house and Spring flowering.

GOLDEN CHORD — Golden yellow pompon, intermediate type, blooming November 10. Has qualities of an important variety.

FORTY-NINER — Flowering November 15, this round yellow pompon is one of the best for a competitive market.

GOLDEN HARVEST — A good keeping deep gold small pompon. Blooms last of November and first week of December.

CHAMPAGNE — Intermediate yellow single. A free grower that responds well when lighted for December through March flowering.

CINDERELLA — Single yellow intermediate. Flowers in Yellow Cameo season. No tendency to blindness.

WHITE

PRISTINE — The best intermediate pure white for earliest cloth house shading. Does not spot.

POPCORN — A consistently high producing white pompon, intermediate size. Responds exceptionally well to shading. Flower completely double. Resistant foliage.

ENCORE — Intermediate pure white pompon flowering with Little America and Sea Gull in the shading program. Also good for late Sept. and Oct. in the cloth house.

MOONGLOW — October and November intermediate white pompon.

CRYSTAL BEAUTY — A large solid pure white pompon perfect for all around use. Matures November 25-30. Tall and vigorous with large foliage.

SILVERSMITH — A large decorative pure white. Follows Cameo naturally. Strong, free growing with no tendency toward blindness.

SNOWCREST — A productive intermediate solid white pompon with a green immature center. Matures December 10-15. Good keeping.

SNOWCAP — Intermediate formal type white pompon for Christmas and January and February. Growth and habit an improvement over Snow and Revelation.

BRONZE

BUTTERSCOTCH — A high quality hard pompon, golden bronze in color, and intermediate in size. Blooms with Cassandra but with better growth habit.

RUBICON — Early bronze red decorative to flower with Mary McArthur in July, August and early September.

SAMOVAR — A decorative rosewood bronze good for shading or naturally.

BOURBON — Intermediate rust bronze single. Flowers with Carnelia but with better habit and higher production. Good form and substance.

RED

FESTIVAL — One of the earliest red singles yet produced. Blooms for Thanksgiving.

GALAXY — Intermediate bronze single. Same season as Viking and Cavalcade with improved growth habit.

HOLIDAY — A Christmas flowering wide petaled single red. Better than Sarong.

MERRYMAKER — Single crimson red for the holiday season and for flowering into January, February and March. Larger and better than Christmas Star.

PINK

BALLERINA — Intermediate pink single. Good for shading and particularly for June flowering. Best with some dis-budding. Better form and color than October Pink.

SOPRANO — A single intermediate pink following Ballerina in both the shading and natural program. Excellent for Spring flowering.

DEFIANCE — Decorative pompon of true orchid pink. Has a green immature center that makes a pleasing color. Free growing and of good production. Matures December 20-25.

SPIDER TYPE

QUEEN'S LACE — Early white spider. Responds to same culture as Silver Sheen. Good for Spring flowering and especially June Weddings. Very durable flower.

^{Fred C.}
Gloeckner
&
Company,
Incorporated

15 EAST 26th STREET
At Madison Square
NEW YORK 10, N. Y.



POPCORN

Be sure to check your copy of the 1950

Gloeckner

CHRYSANTHEMUM MANUAL

(which will follow shortly)

for full descriptions of varieties and latest
complete cultural information.

ODD FLOWERED SPIDER TYPES

	Flowering Date	50 per 50	100-450 per 100	500 up per 100
Kay Tashima—White	Oct. 25	\$3.50	\$6.50	\$6.00
Queen's Lace—White	Nov. 1	5.00	9.00	8.00
White Rayonante—White.....	Nov. 5	3.50	6.50	6.00
Mrs. R. A. Walker— Deep Lavender	Nov. 1	3.50	6.50	6.00
Red Spider—Magenta	Nov. 5	3.50	6.50	6.00
Yellow Rayonante—Yellow	Nov. 5	3.50	6.50	6.00
Mamoru—Bronze	Nov. 5	3.50	6.50	6.00
Sue Sally Jones—Yellow.....	Nov. 5	3.50	6.50	6.00
Miss Gene Harwood—Bronze.....	Nov. 5	3.50	6.50	6.00
Peggy Ann Hoover—Pink.....	Nov. 10	3.50	6.50	6.00

